We Claim:

1. A reflective display comprising:

display means;

a transflector located behind the display means, the transflector comprising:

a diffusing element; and

a reflective polarizing element comprising multiple layers of two materials, each layer having an average thickness of not more than 0.5 microns, the reflective polarizing element further having an average transmission of at least 80% for light incident normal to the plane of the film and an average transmission of at least 80% for light incident at 60° from the normal to the plane of the film; and

an absorber located behind the transflector.

2. The reflective display of claim 1 further including a dichroic polarizer positioned in front of the display means.

3. The reflective display of claim 2 wherein the transmission axis of the reflective polarizing element is effectively aligned with the transmission axis of the first dichroic polarizer.

4. The reflective display of claim 3 further including a second dichroic polarizer located between the display means and the transflector.

5. The reflective display of claim 4 wherein the transmission axis of the reflective polarizing element is effectively aligned with the extinction axis of the second dichroic polarizer.

6. The reflective display of claim 1 wherein the reflective polarizing element further has an average reflectance of at least 80% for light incident normal to the plane of the film and an average reflectance of at least 80% for light incident 60° from normal to the plane of the film.

7. The reflective display of claim 1 wherein the reflective polarizing element further has an average reflectance of at least 90% for light incident normal to the plane of the film and an average reflectance of at least 90% for light incident 60° from normal to the plane of the film.

8. The reflective display of claim 1 wherein the reflective polarizing element further has an average reflectance of at least 95% for light incident normal to the plane of the film and an average reflectance of at least 95% for light incident 60° from normal to the plane of the film.